

Viessmann FIS Ski Jumping World Cup

Marketing Guide 2024/2025



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1. Contacts



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2. General marketing information

This Marketing Guide is in accordance with and a visualization of the existing advertising rules and is meant as a guideline to work with for the World Cup organizers. For further detailed information please see the Advertising Rules, which can be found on the [FIS Website](#).

2.1 FIS Ski Jumping World Cup sponsors

Viessmann is the official FIS Title Sponsor of the FIS Ski Jumping World Cup.

HYLO is the official FIS Presenting Sponsor of the FIS Ski Jumping World Cup.

Currently, there is no official FIS Data/Timing Sponsor of the FIS Ski Jumping World Cup. FIS will inform immediately, if there is any new partner.

Branch Exclusivity of FIS Sponsors

All FIS Sponsors have branch exclusivity within the following product categories:

- **Viessmann:** heating, heating technology, solar systems (solar thermal and photovoltaic), air conditioning, refrigeration and ventilation technology, climate technology (meaning products developed to heat and refrigerate and to produce renewable energy for buildings, i.e. photovoltaic systems), cooling, ventilation, generation of process heat, combined heat and power systems and the related digital and technical solutions and services, and in the areas of smart home and energy management
- **HYLO:** eyedrops and eye ointments

All these branch exclusivities apply for the whole event area in TV and non-TV relevant areas.

The NSA assures that no competitors are present with their branding in any commercial or public area of the event (inside and outside the TV range). In case of any questions or uncertainties regarding exclusivities, please contact FIS M+M project manager.

Frequent Updates

Frequent updates between NSA and FIS M+M project manager are important. Keep FIS M+M project manager informed about local sponsor activities, open advertisement space that could be acquired, arising issues etc.

FIS M+M project manager will contact NSA, if FIS sponsors are planning on doing sponsorship activation on-site.

2.2 Responsibilities FIS

To define the advertising rules and guidelines for marketing and implementation of sponsor rights. FIS has an overview of all marketing related issues whereas at the event the FIS Race Director is the contact person.

2.3 Responsibilities FIS Media + Marketing

FIS M+M project manager will be your primary contact for marketing related questions during the preparation and implementation of the FIS Ski Jumping World Cup event. During the FIS Ski Jumping World Cup, FIS M+M will be present with a professional implementation team at each venue to implement the FIS sponsor rights.

2.4 Responsibilities National Ski Associations

The NSA has to provide the necessary preparation of the sponsor area inside the TV-range in prior consultation with the FIS M+M project manager (banner fences, frames, posts, electricity, etc.). In addition, NSA is responsible for a clean appearance of the sponsors outside the TV-range, in accordance with FIS M+M project manager. NSA is asked to provide assistance for the setting up and dismantling of all advertising material on site one to two days before and after the event. In some cases, NSAs are asked to provide FIS M+M implementation team with basic wooden constructions for the installations. All information required will be communicated by FIS M+M project manager in due time before the season starts.

All advertising material set up by NSA inside the TV-range must be according to the guidelines set forth in the [FIS Advertising Rules and Marketing Guide](#). In the event that the advertising material does not conform to these, FIS M+M reserves the right to undertake all the necessary amendments.

From arrival day until departure, please provide hotel rooms for FIS M+M project manager and implementation team in the FIS hotel at the preferred FIS rate.

The hotel rooms shall be single rooms and include full board. In consultation with the FIS M+M project manager beforehand, half board in the hotel and lunch at the venue can also be an option.

The exact number of rooms needed will be communicated before via FIS Online Entry System.

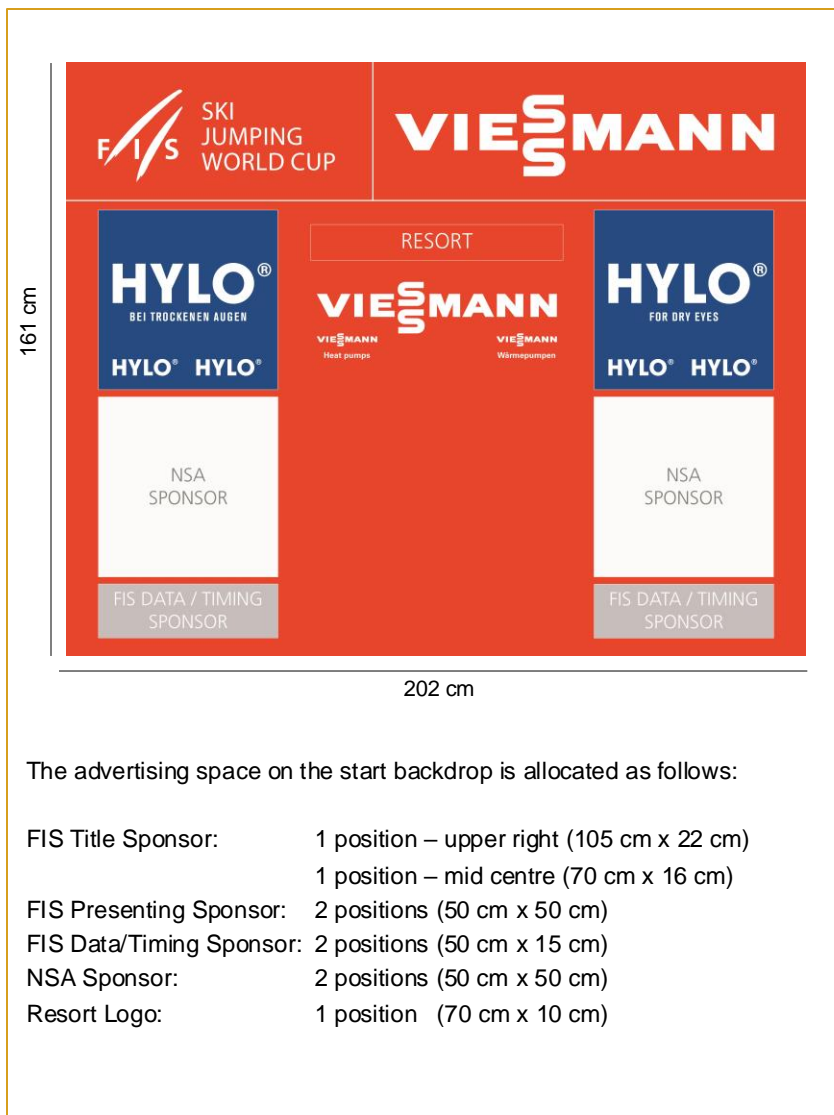
3. FIS Ski Jumping World Cup venue

3.1 Start installation and exit gate

Installations

NSA must use the official installations provided and installed by FIS M+M implementation team. NSA is responsible for assisting with the organization, set up and handling of all installations.

3.1.1 Start



The advertising space on the start backdrop is allocated as follows:

- FIS Title Sponsor: 1 position – upper right (105 cm x 22 cm)
- FIS Presenting Sponsor: 2 positions (50 cm x 50 cm)
- FIS Data/Timing Sponsor: 2 positions (50 cm x 15 cm)
- NSA Sponsor: 2 positions (50 cm x 50 cm)
- Resort Logo: 1 position (70 cm x 10 cm)

start backdrop
(202 cm x 161 cm)

Start backdrop

The start backdrop will be provided and installed by FIS M+M implementation team.

It must be placed at the starting point, i.e. behind the starting beam towards the position of the camera in such a way that it appears in the start and the camera range.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA Sponsor and the Resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

- Recommended material: magnet foil **approved for outdoor winter conditions!**
- Fixation: magnetic
- Dimension: 50 cm x 50 cm
- Amount: 2 stickers

Resort logo

- Recommended material: magnet foil **approved for outdoor winter conditions!**
- Fixation: magnetic
- Dimension: 70 cm x 10 cm
- Amount: 1 sticker

3.1.1 Start



The advertising space on the cover is allocated as follows:

World Cup Logo:	1 position (50 cm x 28.5 cm)
Resort Logo:	1 position (50 cm x 28.5 cm)

cover equipment control
(120 cm x 200 cm)

Equipment control box before the start

FIS M+M implementation team will provide and install a unicolour cover on the box side (max. 1 x 2m) that is in the view of the camera.

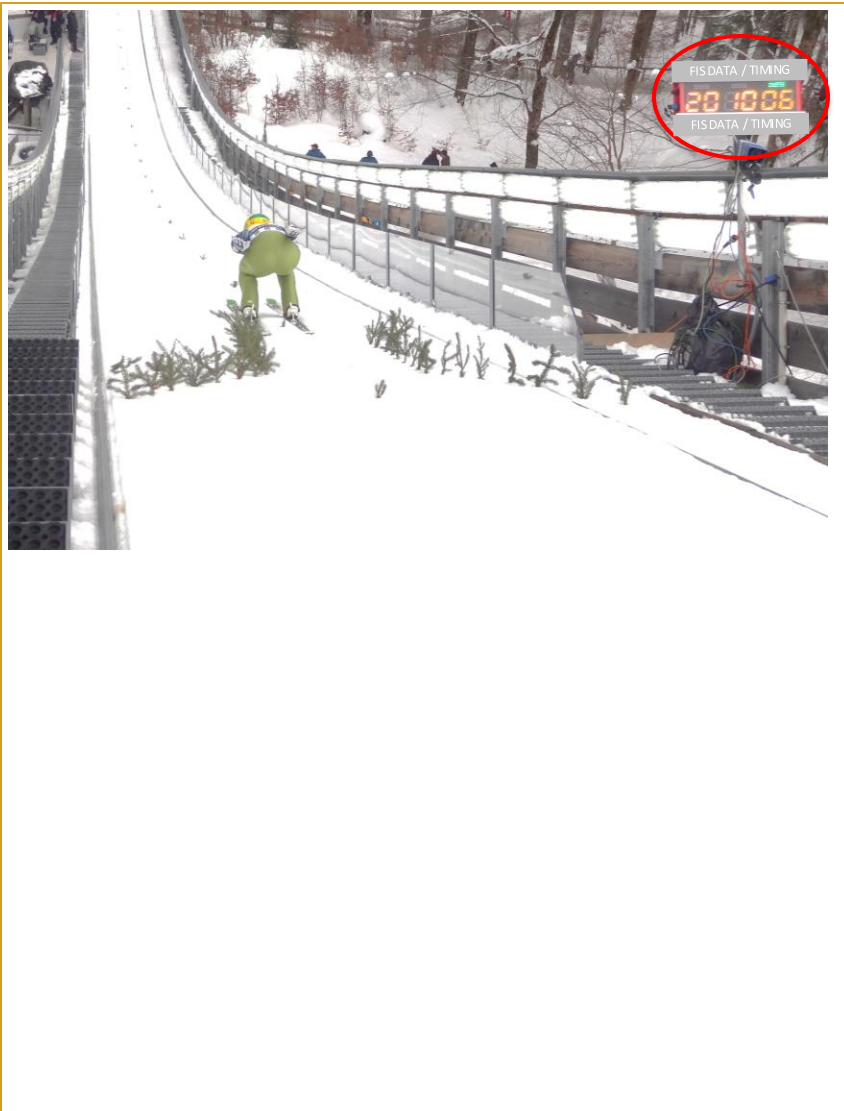
Technical instructions and conditions

The LOC is responsible for the production and provision of the sticker for the Resort logo. The costs for production are to be borne by the LOC.

Resort logo

Recommended material:	hard plates (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	50 cm x 28,5 cm
Amount:	1 sticker

3.1.1 Start



Starting signal at starting point

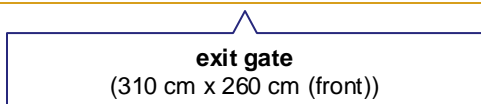
The FIS Data/Timing Sponsor has two positions (65 cm x 10 cm each) on the starting signal at the starting point.

3.1.2 Exit gate



The advertising space on the exit gate is allocated as follows:

FIS Title Sponsor:	14 positions: 1 front, 1 back (155 cm x 34 cm); 4 on doors (49 cm x 11 cm); 4 inside / 4 outside (74 cm x 16 cm)
FIS Presenting Sponsor:	4 positions: 2 front, 2 back side (72 cm x 40 cm)
FIS Data/Timing Sponsor:	4 positions: 2 front, 2 back side (72 cm x 17.5 cm)
NSA Sponsor:	4 positions: 2 front, 2 back side (72 cm x 40 cm)
Resort Logo:	4 positions: 2 front, 2 back side (72 cm x 17.5 cm)



Exit gate

The exit gate will be provided and installed by FIS M+M implementation team.

The exit gate must be placed at an attractive functional position in the outrun. A gap of 320 cm must be left in the banner fence at the position where the exit gate is supposed to be.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsor and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

Recommended material:	hard plates (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	72 cm x 40 cm
Amount:	4 stickers

Resort logo

Recommended material:	hard plates (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	72 cm x 17.5 cm
Amount:	4 stickers

3.1.3 Scoreboards in cool down area

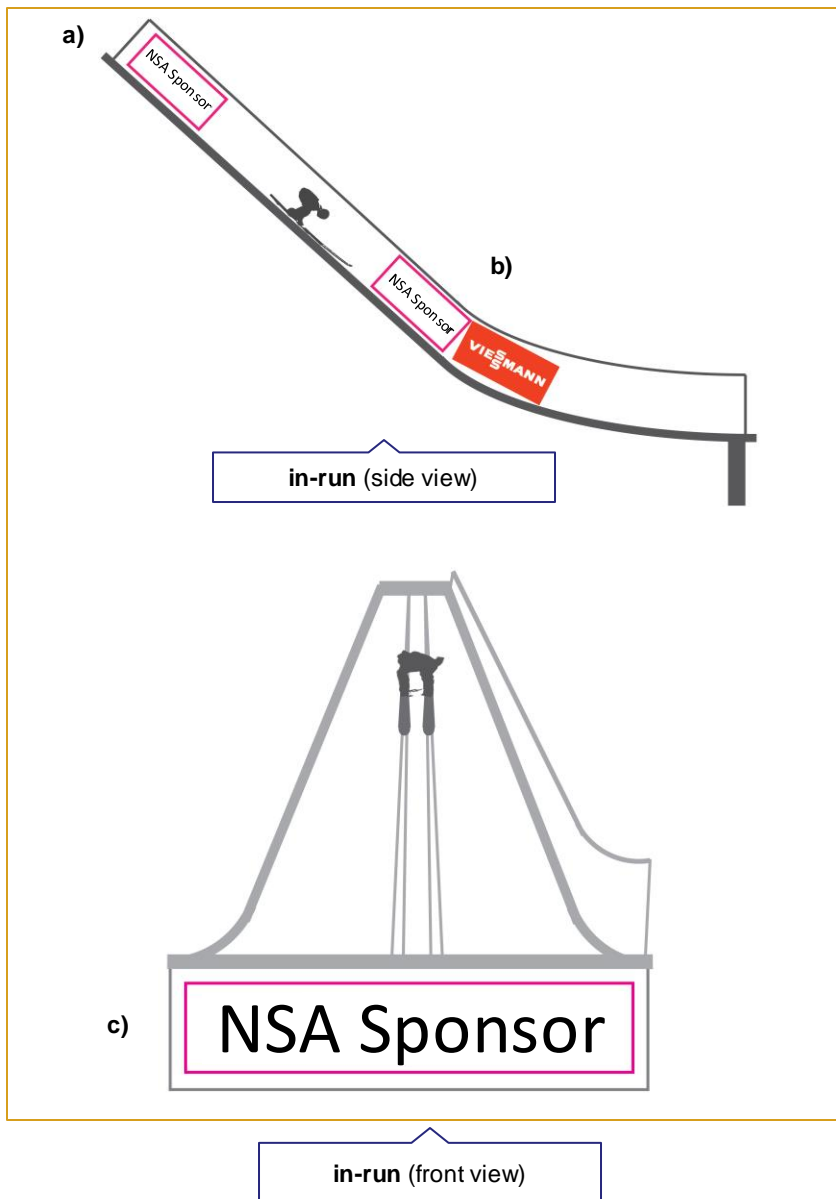


Scoreboards

The FIS Data/Timing Sponsor has the exclusive right to place branded technical equipment in terms of scoreboards for the athletes on the right and left side of the exit gate in the cool down area. The advertising boards on top of the two scoreboards each are 165 cm in length and 32 cm in height. The scoreboards are not attached to the banners or the exit gate.

The area next to the exit gate must be supplied with an electrical socket (220V) and a 5-meter extension cord.

3.2 Advertising in stadium



In-run banner

The in-run banner for the FIS Title Sponsor will be provided and installed by FIS M+M implementation team.

Advertising in the in-run area has to be limited to the following elements:

- a) Banner at the start:** Along the in-run, immediately after the starting point, one advertising board of 200 cm in length and 50 cm in height is allowed for an NSA sponsor within the guardrail. If the board is positioned outside the guardrail, the size can be 300 cm in length and 80 cm in height.
- b) Banner in the in-run:** Two banners can be positioned along the in-run at the in-run radius. Each 150 cm in length and 50 cm in height with one for the FIS Title Sponsor and one for NSA.
- c) Banner at the take-off (front position):** On the nose of the take-off the name of one sponsor shall be permitted, in letters not exceeding 100 cm in height.

Technical instructions and conditions

NSA is responsible for the production and provision of the NSA sponsor banners. The costs for production are to be borne by NSA.

NSA sponsor logo

Recommended material: hard plates (e. g. twin-wall sheet)

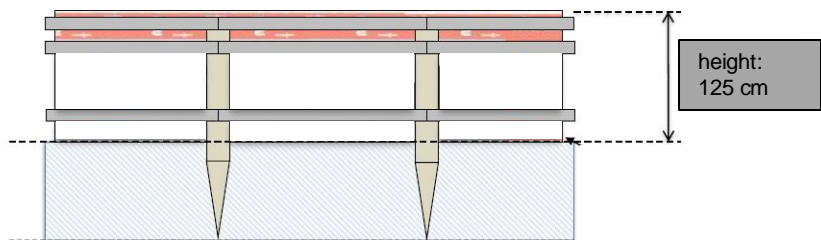
Fixation: double faced adhesive tape

3.2 Advertising in stadium



The banner positions in the stadium are allocated as follows:

FIS Title Sponsor	Platinum circle
NSA	All banners



platinum circle
(200 cm x 25 cm)

Platinum circle

The platinum circle will be provided and installed by FIS M+M implementation team.

Please coordinate with FIS M+M project manager the areas where the platinum circle shall be installed.

Technical instructions and conditions

NSA is responsible for setting up a firm banner fence in the Ski Jumping outrun. A full length firm wooden panel has to be installed on top of the banners in order to affix the platinum circle.

The height of the platinum circle is 25 cm. The banner fence therefore should have a minimum height of 125 cm above snow level.

3.3 Ceremony wall

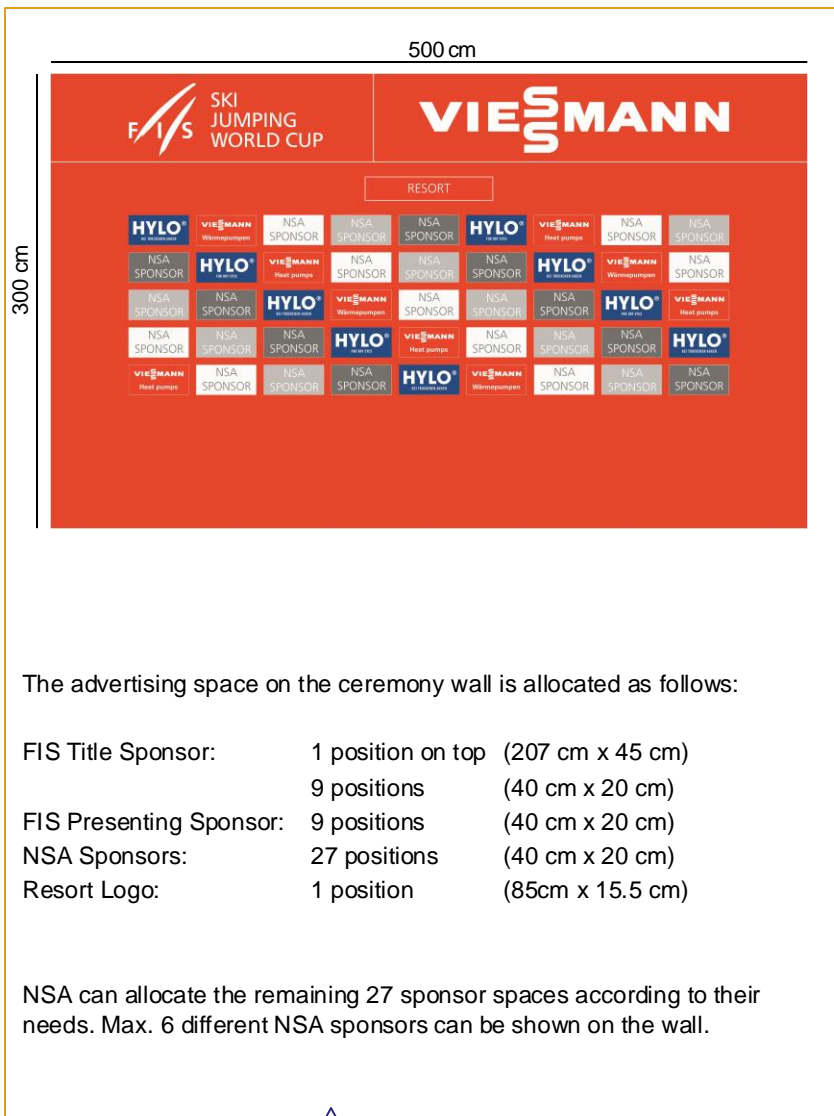
Ceremony wall / podium

The wall and the podium for the award ceremony will be provided and installed by FIS M+M implementation team.

Placement

The placement of the wall and the podium shall be determined by the FIS Ski Jumping World Cup Media Coordinator, the host broadcaster, FIS M+M implementation team and NSA based on the best possible TV exposure.

3.3 Ceremony wall



The advertising space on the ceremony wall is allocated as follows:

FIS Title Sponsor:	1 position on top	(207 cm x 45 cm)
	9 positions	(40 cm x 20 cm)
FIS Presenting Sponsor:	9 positions	(40 cm x 20 cm)
NSA Sponsors:	27 positions	(40 cm x 20 cm)
Resort Logo:	1 position	(85cm x 15.5 cm)

NSA can allocate the remaining 27 sponsor spaces according to their needs. Max. 6 different NSA sponsors can be shown on the wall.

ceremony wall
(500 cm x 300 cm)

Ceremony wall

The ceremony wall will be provided and installed by FIS M+M implementation team.

The placement of the wall and the podium shall be determined by the FIS Ski Jumping World Cup Media Coordinator, the host broadcaster, FIS M+M implementation team and NSA based on the best possible TV exposure.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsors and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

Recommended material:	hard plates (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	40 cm x 20 cm
Amount:	27 stickers

Resort logo

Recommended material:	hard plate (e.g. twin-wall sheet)
Fixation:	Velcro (hook/scratchy side)
Dimension:	85 cm x 15.5 cm
Amount:	1 sticker

3.3 Ceremony wall



podium

Podium

The podium will be provided and installed by FIS M+M implementation team.

The dimensions of the podium are as follows: (height x width x depth)

3rd place: 31cm x 91cm x 90cm

2nd place: 41cm x 103cm x 90cm

1st place: 52cm x 115cm x 90cm

3.4 Leaderboard / interview backdrop



198 cm

The advertising space on the leaderboard / interview backdrop is allocated as follows:

FIS Title Sponsor:	1 position on top	(102 cm x 22 cm)
	6 positions	(27 cm x 13.5 cm)
FIS Presenting Sponsor:	6 positions	(27 cm x 13.5 cm)
NSA Sponsors:	18 positions	(27 cm x 13.5 cm)
Resort Logo:	1 position on top	(70 cm x 10 cm)

NSA can allocate the remaining 18 sponsor spaces according to their needs. Max. 6 different NSA sponsors can be shown on the backdrop.

Leaderboard / interview backdrop

The leaderboard / interview backdrop will be provided and installed by FIS M+M implementation team.

The leaderboard / interview backdrop is used for the international flash interviews. It is placed in accordance with the FIS Ski Jumping World Cup Media Coordinator, the host broadcaster and FIS M+M implementation team.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsors and the resort logo. The costs for production are to be borne by NSA.

NSA sponsor logo

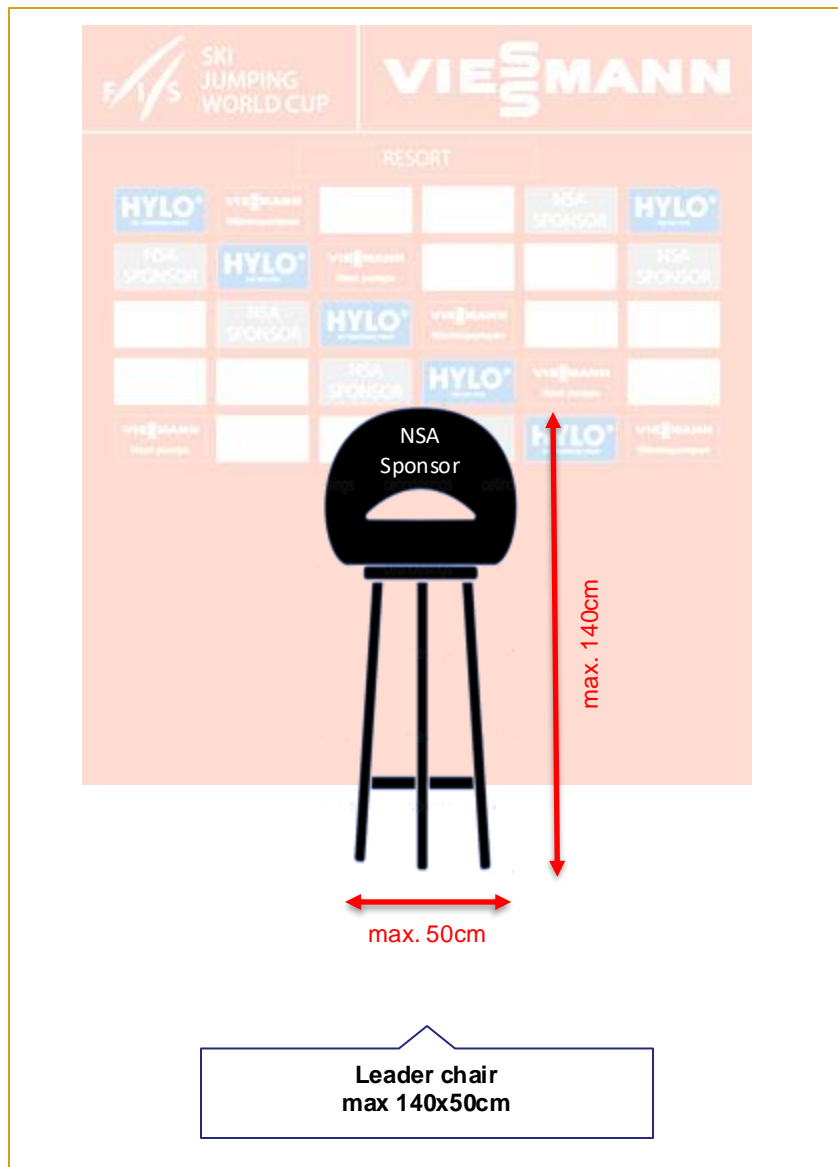
Recommended material:	magnet foil approved for outdoor winter conditions!
Fixation:	magnetic
Dimension:	27 cm x 13.5 cm
Amount:	18 stickers

Resort logo

Recommended material:	magnet foil approved for outdoor winter conditions!
Fixation:	magnetic
Dimension:	70 cm x 10 cm
Amount:	1 sticker



3.5 Leader chair



Leader chair

The leader chair is positioned in front of the leader board (see previous slide).

Technical instructions and conditions

NSA is responsible for the production and provision of the leader chair. The costs for production are to be borne by NSA.

Dimensions and advertising space

Leader Chair

Dimensions: max.140cm height x 50cm width

Logo/Brand Identification: max. 15cm height

It is granted to display one (1) logo and/or brand identification of an NSA / Event sponsor or the FIS Cup Series title / presenter on the leader chair.

3.6 Winner presentation banner

FRONT:



BACK:



Winner presentation banner
40 x 300cm (HxW)

Winner presentation banner

The winner presentation banner will be provided and installed by FIS M+M implementation team.

This winner presentation banner may be used for the presentation of the top three athletes in the finish area before the official winner's presentation.

It is placed in accordance with the FIS Ski Jumping World Cup Media Coordinator, the host broadcaster and FIS M+M implementation team.

Technical instructions and conditions

NSA is responsible for the production and provision of the stickers for the NSA sponsors and the resort logo. The costs for production are to be borne by NSA.

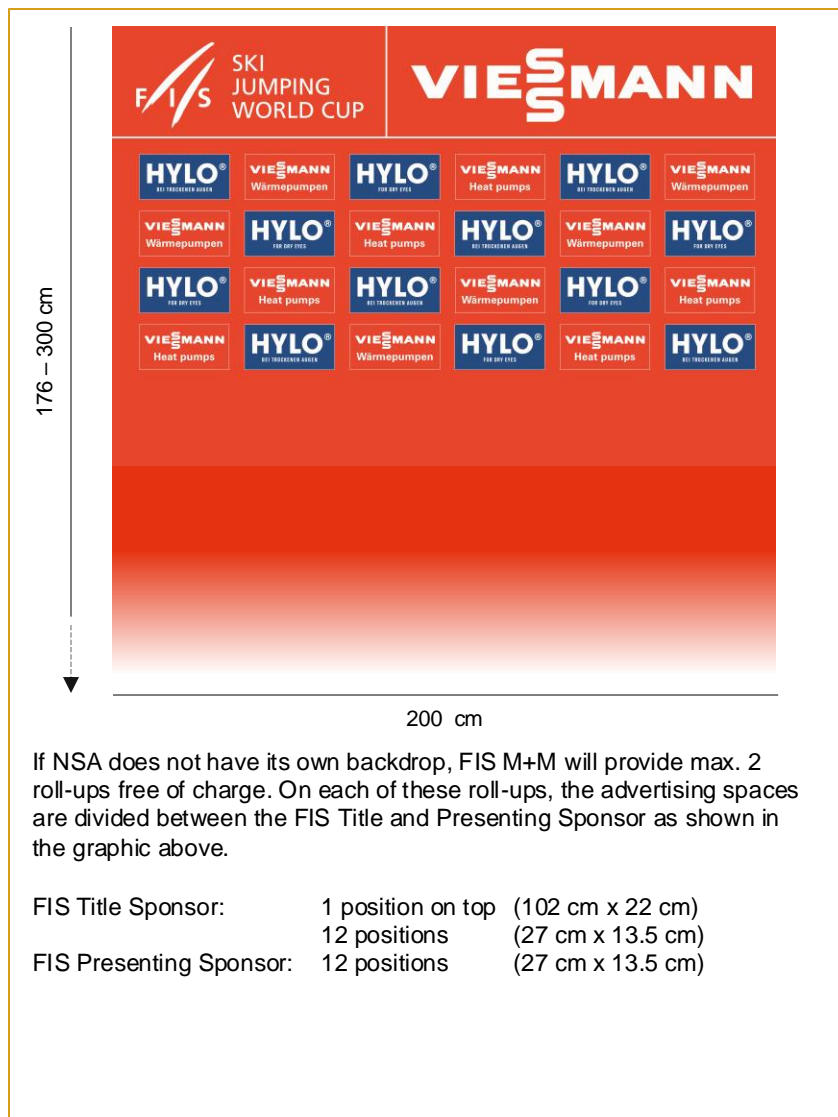
NSA Sponsor logo

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	40 x 20cm (WxH)
Amount:	2 sticker
Logo Size:	max. height of logo 15cm

Resort logo

Recommended material:	Hard plates (e.g. forex)
Fixation:	Velcro (hook/scratchy side)
Dimension:	85 x 15.5cm (WxH)
Amount:	1 sticker
Logo Size:	max. height of logo 15cm

3.7 Press conference backdrop



If NSA does not have its own backdrop, FIS M+M will provide max. 2 roll-ups free of charge. On each of these roll-ups, the advertising spaces are divided between the FIS Title and Presenting Sponsor as shown in the graphic above.

FIS Title Sponsor: 1 position on top (102 cm x 22 cm)
 12 positions (27 cm x 13.5 cm)
 FIS Presenting Sponsor: 12 positions (27 cm x 13.5 cm)

FIS press conference roll-up
 (200 cm x 176-300 cm)

Press conference backdrop

NSA is allowed to use its own press backdrop as long as the FIS partners are correctly included. FIS M+M project manager needs to approve the layout of the backdrop in advance of the event. Otherwise, FIS M+M reserves the right to undertake the necessary amendments. The advertising space has to be allocated as follows:

FIS Title Sponsor: 20% of advertising space
 FIS Presenting Sponsor: 20% of advertising space
 NSA Sponsors: 40% of advertising space
 Resort: 20% of advertising space

NSA can allocate sponsor spaces according to their needs.
 Max. 6 different NSA sponsors can be shown on the backdrop.

Placement

The placement of the backdrop shall be determined by the FIS Media Coordinator.

3.8 Video wall



Draft of video wall

Video wall

Advertising spot on video wall

The FIS Title Sponsor (Viessmann), and the FIS Presenting as well as the FIS Data/Timing Sponsor each shall have the possibility to show a **30 second advertisement spot** on the video wall at the FIS Ski Jumping World Cup event. Furthermore, FIS may provide promotional trailers for (non-commercial) FIS projects.

The advertisement spots of the sponsors shall be shown several times before, in between and after the races aired at least 3 times per event day.

Please communicate specifics about the necessary video spot format to FIS M+M project manager **30 days** prior to the event. FIS M+M will provide all spots.

FIS M+M Project Manager

Stefan Distel

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@: distel@fis-ski.com

3.9 Product placement



examples product placement:
car display

Product placement for FIS Presenting Sponsor

The FIS Presenting Sponsor has the right to place:

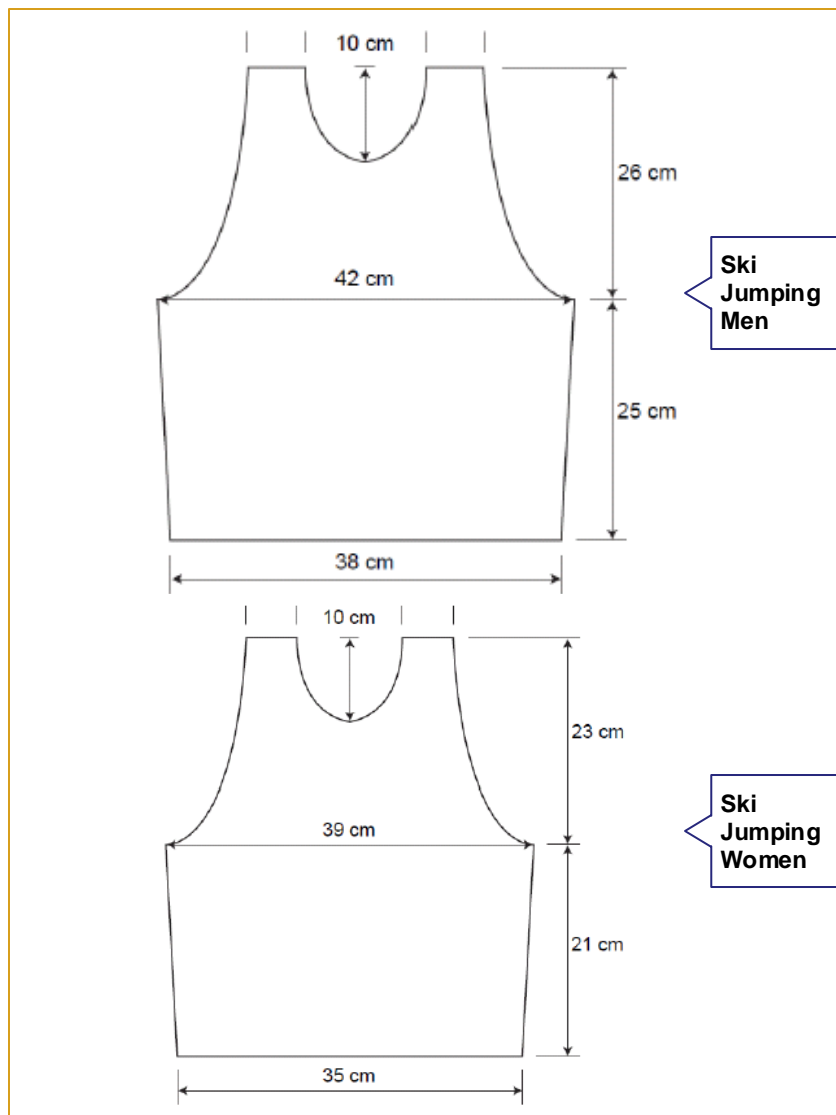
- 1 product placement either within TV visibility or within the event area, only after agreement with the NSA / marketing right holder.

Technical instructions and conditions

All costs related to the product placement (power supply, substructures, backdrops, transport etc.) are to be borne by the FIS Presenting Sponsor.

4. Bib numbers

4.1 General information



Advertising & Numbers

According to the [FIS Advertising Rules](#).

Additional FIS specifications for bibs according to the [FIS Specifications for CC SJ and NC Competition Equipment](#).

Assignment

Starting bibs are assigned to the men in men's sizes

Fabric, material

T-Shirt starting bibs 100 % Polyester with an air permeability of 40 liters per m²/sec under 10 mm of water pressure.

Elasticity (stretch)

Measured on a piece of fabric 10 cm wide:
Stretch ability in the width 24 cm.

Seams, sewing

Side seams: material is sewn together, hemmed and stitched - overlook.
Neckline and armholes are trimmed with edging and double-stitched.
Waistband with 2 cm wide seam, double-stitched.

4.2 Starting bibs

Starting bibs

NSA is responsible for the production of all starting bibs.

All bibs must be in conformity with the [FIS Advertising Rules](#) and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral bibs without NSA sponsor provided by FIS M+M implementation team will be used without exception.**

Please send the layout of all bibs to FIS M+M project manager for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

Please find all bib templates here: [LINK](#)

FIS M+M Project Manager

Stefan Distel

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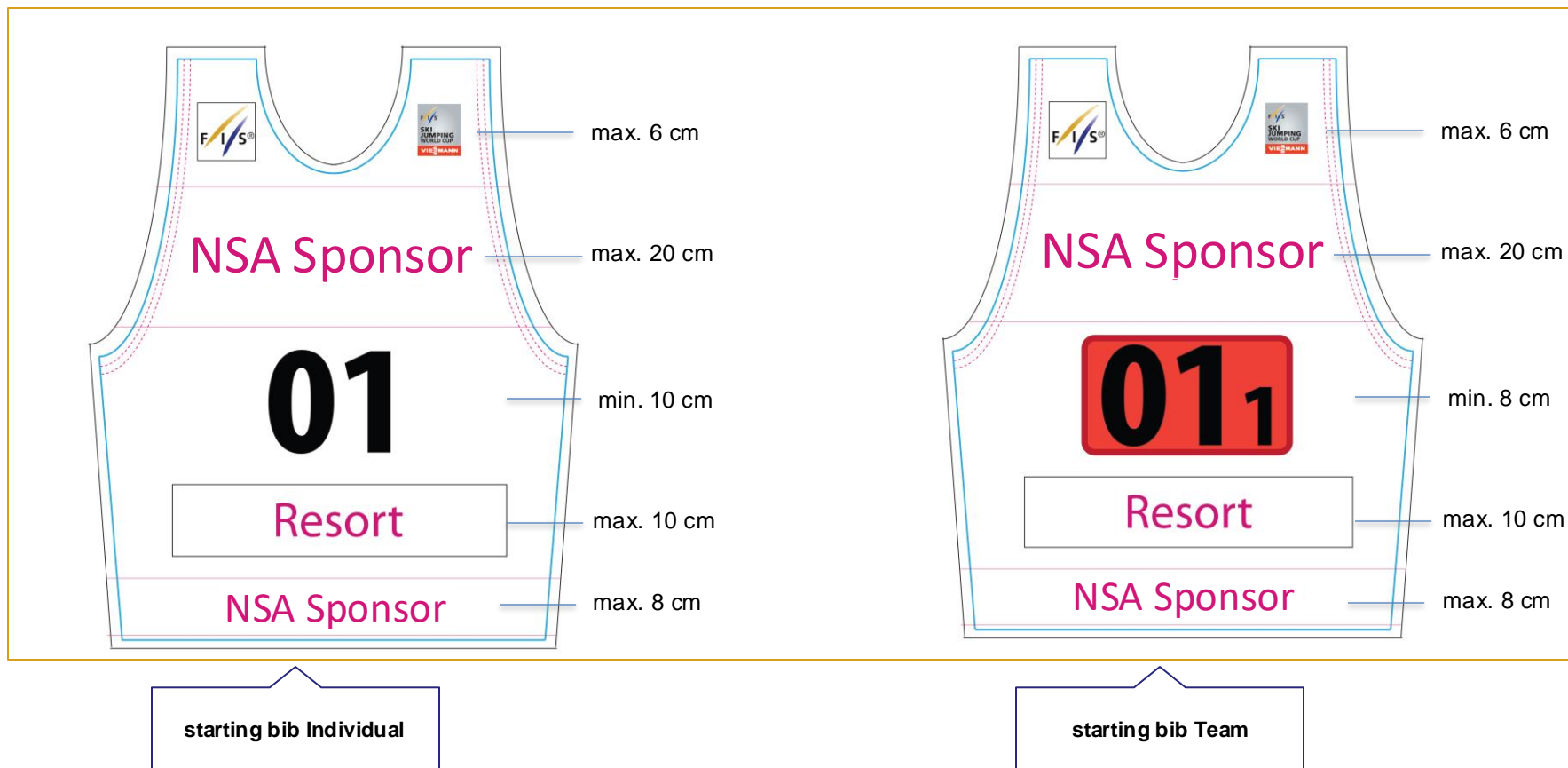
@: distel@fis-ski.com

Special remark for season 2024/25:

Please use the FIS100 logo on the left shoulder of all starting bibs **until 31.12.2024**.

From 01.01.2025 on, please use the FIS logo on the shoulder of all starting bibs as shown.

4.2 Starting bibs



Special remark for season 2024/25:

Please use the FIS100 logo on the left shoulder of all starting bibs **until 31.12.2024**.

From 01.01.2025 on, please use the FIS logo on the shoulder of all starting bibs as shown.

4.3 Leader bibs

Leader bibs

NSA is responsible for the production of all leader bibs.

FIS M+M will provide the leader bib templates as shown on the next page.

All bibs must be in conformity with the [FIS Advertising Rules](#) and colours and sizes as shown in the Marketing Guide. **Should this not be the case, neutral leader bibs without NSA sponsor provided by FIS M+M implementation team will be used without exception.**

All leader bibs must be worn by the respective FIS World Cup leaders during the FIS World Cup event, as well as at the prize-giving ceremony.

The leader of the overall FIS Ski Jumping World Cup will wear a yellow leader bib and the Ski Flying leader will wear a red leader bib. Please note that the overall FIS Ski Jumping World Cup leader has priority over any other leader bib. If the leader of Ski Flying or any other sub-series (e.g. RAW AIR Tournament) is also the overall FIS Ski Jumping World Cup leader, he / she will wear the yellow leader bib for the overall FIS Ski Jumping World Cup.

Please send the layout of the leader bibs to FIS M+M project manager for approval at least **10 days before** production. Such approval is not to be unreasonably withheld.

FIS M+M Project Manager

Stefan Distel

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@: distel@fis-ski.com

Leader bibs (min. amounts)

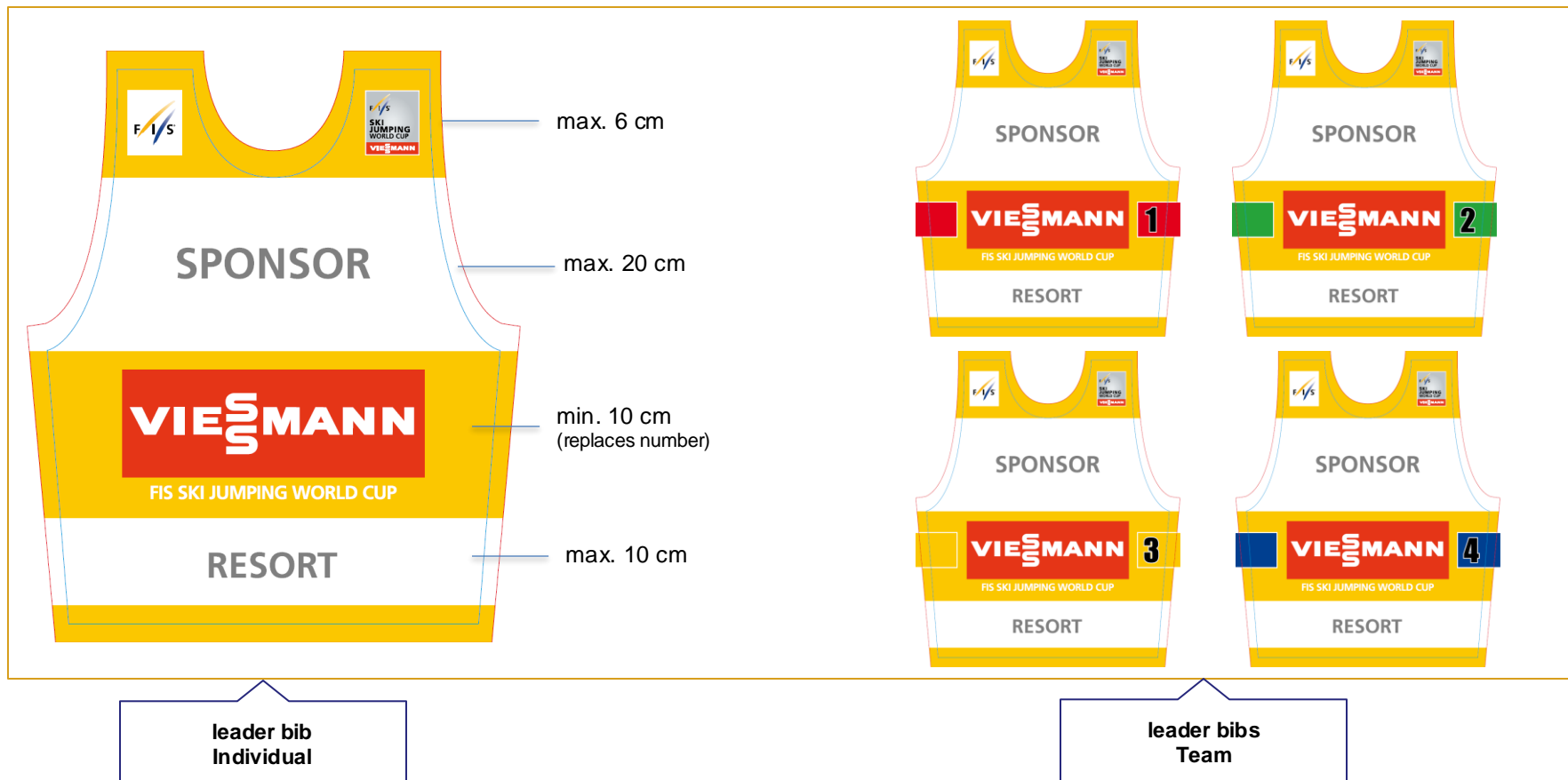
Competition Format	Yellow	Red
Individual	3	
Team	3 sets (No. 1-4)	
Super Team	3 sets (No. 1-2)	
Mixed Team	3 sets (No. 1-4)	
Individual Ski Flying		3
Team Ski Flying	3 sets (No. 1-4)	

Special remark for season 2024/25:

Please use the FIS100 logo on the left shoulder of all starting bibs **until 31.12.2024**.

From 01.01.2025 on, please use the FIS logo on the shoulder of all starting bibs as shown.

4.3 Leader bibs

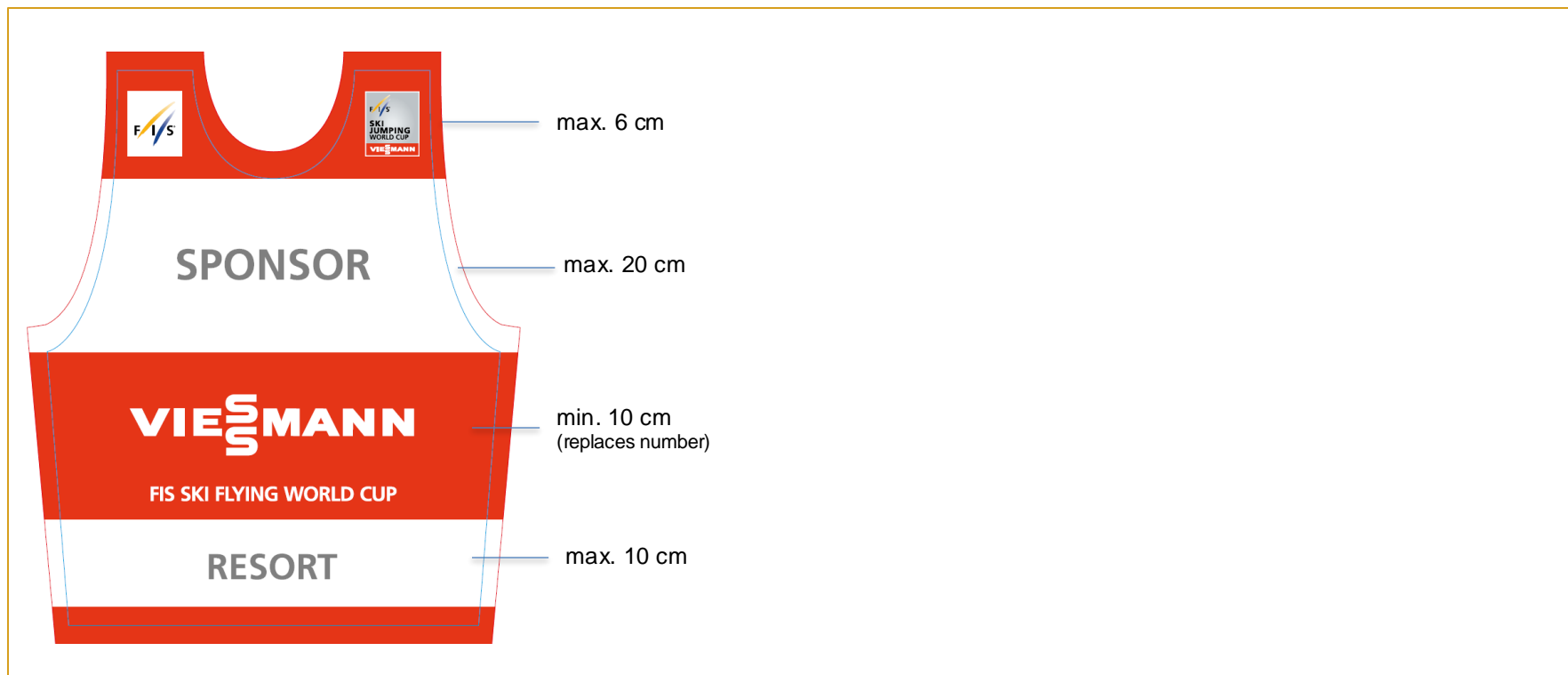


Special remark for season 2024/25:

Please use the FIS100 logo on the left shoulder of all starting bibs **until 31.12.2024**.

From 01.01.2025 on, please use the FIS logo on the shoulder of all starting bibs as shown.

4.3 Leader bibs



leader bib
Individual Ski Flying

Special remark for season 2024/25:

Please use the FIS100 logo on the left shoulder of all starting bibs **until 31.12.2024**.

From 01.01.2025 on, please use the FIS logo on the shoulder of all starting bibs as shown.

5. TV, web and print material

5.1 Use of FIS Ski Jumping World Cup logo



- a) portrait
b) landscape

The use of the official FIS Ski Jumping World Cup logo is subject to a set of guidelines as outlined below. This logo is part of the corporate identity of the International Ski Federation (FIS). The FIS logo that it contains, as well as the abbreviation FIS and FIS Ski Jumping World Cup are registered trademarks of FIS.

NSAs are not allowed to bring the official World Cup logo in connection with another sponsor than the FIS World Cup Title Sponsor, in any manner.

There are two versions of the official FIS Ski Jumping World Cup logo. The primary logo to be used is the portrait (vertical) version. At times, for space or other reasons, the landscape (horizontal) version of the logo may be used.

The official FIS Ski Jumping World Cup logo must be included in all tools designed for promotional purposes (posters, flyers, tickets, the Internet etc.).



5.1.1 General guidelines for use of logo

Size

As a rule of thumb, the official FIS Ski Jumping World Cup logo must cover 5% of the overall surface of any promotional tool it is placed on. In any case, the size of the logo may not be smaller than 30 mm (width for the portrait version of the logo)

Logo context, frame, position, dimension

As a general rule, the official name and logo of the World Cup including the name of the FIS Title sponsor and the name and logo of FIS shall appear at the top of the publication, with the other sponsors' and suppliers' names and logos appearing underneath or otherwise separated.

The integrity of the official logo must be secured through appropriate context. The official logo may not be overshadowed by other word marks or logos. Similar but unrelated marks may not be used in the same context to avoid establishing an inappropriate relationship. In general use, the logos are without a frame and should be positioned horizontally. As a rule, the logo is two-dimensional.

Colors

As a principle, the logo should always be printed in color.

For one-color use, the black and white versions are available on request.

The colors are defined as follows:

	COLOUR NAME	CMYK - PROCESS	RGB - SCREEN	SPOT OR SPECIAL COLOURS
	FIS YELLOW	C000 M035 Y100 K000	R240 G171 B000	Pantone 130C
	FIS BLUE	C100 M089 Y000 K000	R000 G035 B149	Pantone Reflex Blue
	VITORANGE	C000 M089 Y100 K000	R255 G062 B023	Pantone Bright Red
	SILVER GREY	from C005 M000 Y000 K030 to C003 M000 Y000 K010	from R190 G196 B199 to R210 G210 B215	-
	BLACK	C000 M000 Y000 K100	R000 G000 B000	-

Typeface

FIS uses the typeface Frutiger in all printed matter. In corporate applications, the official FIS typeface is Arial.

5.1.2 Official FIS World Cup titles

English:

Viessmann FIS Ski Jumping World Cup

Viessmann FIS Ski Jumping World Cup Women

German:

Viessmann FIS Skisprung Weltcup

Viessmann FIS Skisprung Weltcup Damen

French:

Viessmann Coupe du Monde FIS de Saut à Ski

Viessmann Coupe du Monde FIS de Saut à Ski féminine

5.2 FIS Ski Jumping World Cup promotional material

FIS M+M will provide NSAs with templates for the FIS Ski Jumping World Cup promotional material.

All event related promotional materials have to contain the official FIS World Cup logo, the logos of the FIS Title Sponsor, the Presenting Sponsor and Data Sponsor and the name of the FIS website (www.fis-ski.com). Event related promotional materials include, but are not limited to, posters, programs, start and result lists etc.

Please find all logos and templates here: [LINK](#)

Advertisement in official program

The FIS sponsors have the right to place a one-page advertisement DIN A 4, 4-colour (or B/W in case of B/W program/result journal) in the official program/result journal for advertising purposes. Please communicate the size of the advertisement page in the official program to FIS M+M project manager a minimum of 2 months before printing the program.

Event advertisement material and roll-ups

If NSA is producing any event advertisement material or an event roll-up, the official FIS World Cup logo as well as the FIS Ski Jumping World Cup sponsors have to be included.

Approval

All event related print materials must be sent to FIS M+M Project Manager a minimum of 10 days before production for approval.

FIS M+M Project Manager

Stefan Distel

Mob: +49 178 716 88 28

@: distel@fis-ski.com

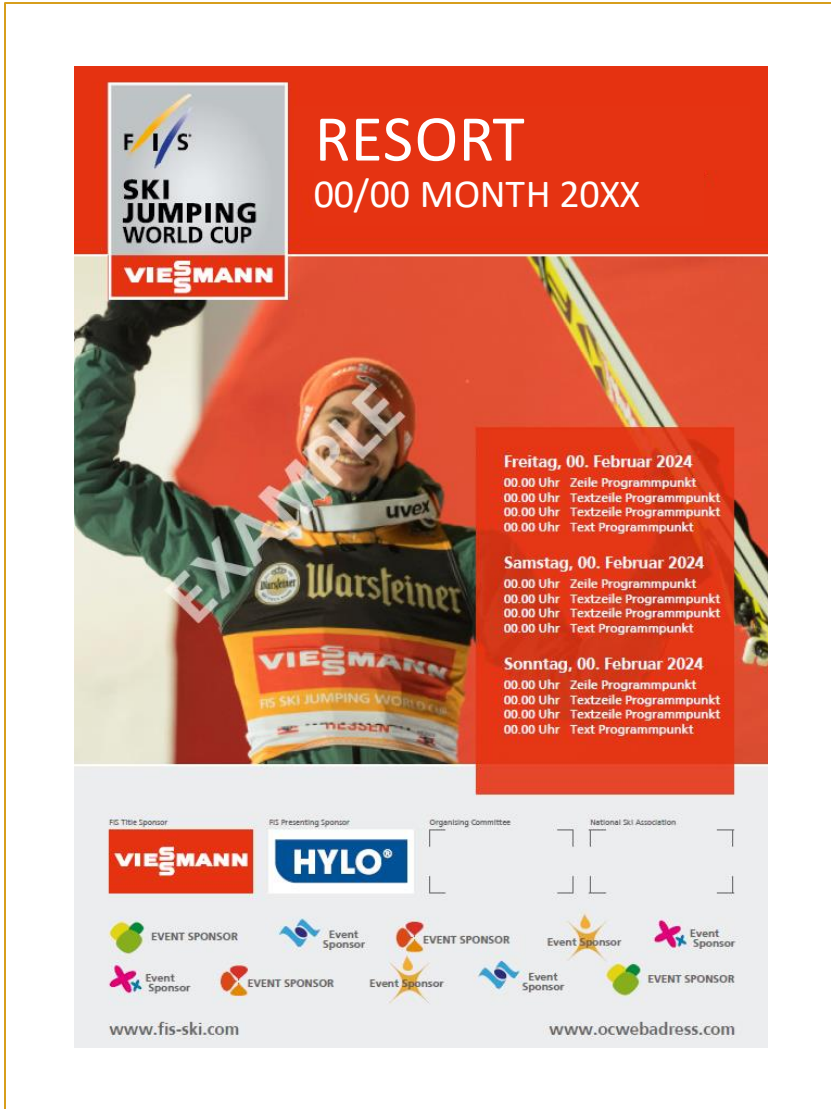
5.2.1 Design guidelines

Official poster

To provide a consistent appearance for the FIS Ski Jumping World Cup in the promotional efforts world-wide, NSAs are required to use the official poster design. However, to cater for local needs, the design can be adjusted.

An example of the official poster can be found on the next page.

5.2.1 Design guidelines



Example of official World Cup poster

Cover pages for the official program and media / team guides

For reasons of consistency, FIS M+M also provides NSAs with templates for the design of the cover pages for the official program. As in the case of the official poster they can be customized.

Start and result lists

The top and bottom banners for the start and result lists will be delivered directly to the Timing and Data Service provider by FIS M+M.

Additional templates for further promotional materials can be made available on request.

5.3 TV and web

TV production and organization

FIS, the respective NSAs and its LOCs will undertake all possible steps together with the host broadcaster, respectively the TV rights holder, in order to reach a TV presence which will be as large as possible and to ensure a top-quality production.

The NSA/LOC must contact FIS and the host broadcaster in due time, primarily as to the camera positions and the places for advertising, as well as in regard to the program, the timing and the starting times.

The NSA, respectively the TV rights holder, is obliged to ensure that there is a live TV transmission in the country where the event takes places and that an international TV signal is made available.

5.3 TV and web

FIS Title Sponsor



FIS Presenting Sponsor



FIS Data/Timing Sponsor

FIS DATA/TIMING
SPONSOR

Event Sponsors

Local organizer's website

All FIS Ski Jumping World Cup organizers are obliged to include the FIS Ski Jumping World Cup logo on their website, as well as the FIS sponsors' logos (Viessmann, HYLO, FIS Data/Timing Sponsor).

Logo presentation

All logos (official World Cup logo and sponsors logos) have to be on a white background and must have the same size in relation to each other.

Please link the respective logos to the following websites:

- World Cup logo: www.fis-ski.com/ski-jumping
- Viessmann logo: www.viessmann-climatesolutions.com/en/sponsoring/winter-sports-sponsoring.html
- HYLO logo: www.hylo.de/en/products
- FIS Data/Timing Sponsor logo: *tbc*

6. Hospitality

6.1 VIP tickets

FIS shall receive VIP tickets to comply with the FIS Sponsors' contingents as stipulated in their respective sponsorship agreements.

- World Cup Men: 18 VIP tickets per event day
- World Cup Women: 18 VIP tickets per event day

The tickets get distributed by FIS M+M along to the FIS sponsors.

In case that more than the contractual tickets are needed for the partners, FIS M+M will contact NSA/LOC to purchase additional tickets at preferable rates.

If there will be a FIS Data/Timing sponsor in the future, the need of VIP tickets might increase.

7. Organizers checklist

7.1 Marketing material for NSA and FIS sponsors

Advertisement material	Size/ material	Time	Status
Installations			
Start backdrop Produce 2 x NSA sponsor space Produce 1 x resort logo space	50 x 50 cm / magnet foil 70 x 10 cm / magnet foil <div style="border: 1px solid red; padding: 2px; display: inline-block; color: red;">approved for outdoor winter conditions!</div>	Ready at arrival of FIS M+M Implementation Team	
Equipment control Produce 1 x resort logo space	50 x 28.5 cm / hard plate with Velcro on back	Ready at arrival of FIS M+M Implementation Team	
Exit gate Produce 4 x NSA sponsor space Produce 4 x resort logo space	72 x 40 cm / hard plate with Velcro on back 72 x 17.5 cm / hard plate with Velcro on back	Ready at arrival of FIS M+M Implementation Team	
Ceremony wall Produce 27 x NSA sponsor spaces Produce 1 x resort logo space	40 x 20 cm / hard plate with Velcro on back 85 x 15.5 cm / hard plate with Velcro on back	Ready at arrival of FIS M+M Implementation Team	
Leaderboard / interview backdrop Produce 18 x NSA sponsor spaces Produce 1 x resort logo space	27 x 13.5 cm / magnet foil 70 x 10 cm / magnet foil <div style="border: 1px solid red; padding: 2px; display: inline-block; color: red;">approved for outdoor winter conditions!</div>	Ready at arrival of FIS M+M Implementation Team	
Winner presentation banner Produce 2 x NSA sponsor spaces Produce 1 x resort logo space	40 x 20 cm / hard plate with Velcro on back 85 x 15.5 cm / hard plate with Velcro on back	Ready at arrival of FIS M+M Implementation Team	

7.1 Marketing material for NSA and FIS sponsors

Advertisement material	Size/ material	Time	Status
Starting bibs			
Send layouts to FIS M+M project manager for approval	PDF	10 days before production	
Leader bibs			
Send layouts to FIS M+M project manager for approval	PDF based on FIS template	10 days before production	
Print material			
Send all event related print material to FIS M+M project manager for approval	PDF	10 days before printing	
Communicate size of ad page for FIS sponsors in official program (if any) to FIS M+M project manager		2 months before printing of program	
Video spots			
Communicate specifics about the necessary video spot format to FIS M+M project manager		2 months before event	

7.2 Requirements of FIS

Requirements	Time	Status
VIP tickets (incl. event tickets and top hospitality package)		
World Cup Men: 18 VIP tickets per event day World Cup Women: 18 VIP tickets per event day	FIS M+M will communicate all details to NSA/LOC prior to the event	
Accreditations		
If needed: for FIS sponsors' representatives	Amount and list with names will be communicated to NSA/LOC by FIS M+M prior to the event	
Support crew		
2 fit persons to help the FIS M+M implementation team	Arrival until departure of FIS M+M implementation team	
2 persons dedicated to handle the start installation together with FIS M+M implementation team	During all training, qualification and competition rounds	
4 persons to handle the ceremony backdrop together with FIS M+M implementation team	10 minutes before each ceremony until end of ceremony	
FIS M+M implementation team		
1 big parking spot next to event venue	Ready at arrival day until departure of FIS M+M implementation team	
If needed: overall accreditations	Ready to be picked up at arrival of FIS M+M implementation team Exact amount of accreditations needed will be communicated before	
Heated room or container close to stadium with electricity & internet connection, 1 table, 2 chairs	Ready at arrival day until departure of FIS M+M implementation team	
Hotel rooms (single rooms with full board) for FIS M+M project manager and implementation team in the FIS hotel at the preferred FIS rate	Arrival day until departure of FIS M+M implementation team Exact amount of rooms needed will be communicated before via FIS Online Entry System	

7.3 Technical infrastructure and power supply

Infrastructure & Supply	Placement	Time	Status
Start installation			
E-mail information about material of In-run track and inrun tiller machine to FIS M+M project manager		30 days before the event	
Ski Jumping stadium (outrun)			
Firm banner fence	Height above the top of the snow border must be at least 125 cm	Ready at arrival of FIS M+M Implementation Team	
Platinum circle E-Mail description and pictures of banner fence construction to FIS M+M project manager		30 days before event	
Exit gate			
Gap of 320 cm in banner fence in outrun	Designated position of exit gate	Ready at arrival of FIS M+M Implementation Team	
Scoreboards in cool down area (only in case of FIS Data/Timing Sponsor)			
Electrical socket (220V) and 5-meter extension cord	Next to the exit gate	Ready at arrival of FIS M+M Implementation Team	

7.4 Ideas for LOC websites

Content	Comment	Status
General information		
Maps & Profiles	Competition & training courses, points of interest (wax cabins, press centre, race office, entrances, grandstands...)	
Race Program	Competition program, side events	
Contact information	Race office, press centre, waxing area	
News Section		
Behind the scenes	Preparation, FAQ, information about the venue	
Tickets	Prices, points of sale, link to online shop	
Transport & Accommodation	Contact information, fares, schedules, pick-up and drop-off points, rental car offer, etc.	
Teams		
Team Invitation	PDF Version	
Team Captains Meeting	PDF Version	
Competition Information	Program changes, official trainings	
Important deadlines		
Link to entry system		
Media		
Media Invitation	PDF Version	
Download section	Logos, Pictures	
Opening Hours	Press and sub press centre, accreditation, race office, etc.	
Internet connection Information	Up- and Downstream , Wi-Fi, LAN, rates, networks	
Sponsors (mandatory!)		
Official World Cup logo	With hyperlink to FIS website	
FIS Sponsor logos	With hyperlink to sponsors` websites	